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# LANDER COLLEGE



## ANNUAL REPORT 1987-1988

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# Lander

COLLEGE

Greenwood, South Carolina 29646

Office of the President  
Telephone (803) 229-8300

November 1, 1988

The Honorable Carroll A. Campbell  
Governor of South Carolina  
The General Assembly of South Carolina  
State House  
P. O. Box 11450  
Columbia, SC 29211

Dear Governor Campbell:

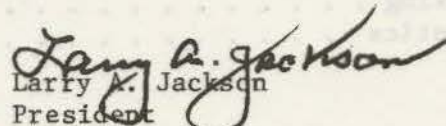
Some important changes have taken place at Lander College during 1988. In the spring of this year, legislation was passed creating a separate board of trustees for Lander College. This board has been named the Lander College Board of Trustees. The college has been governed since 1973 by the State College Board of Trustees, which also governed the College of Charleston and Francis Marion College.

We are enclosing a roster of our newly elected board.

Also, during the year, the Vice President for Academic Affairs, Dr. Oscar C. Page, accepted the presidency of Austin Peay State University in Clarksville, Tennessee, and Dr. Richard A. Skinner was appointed Vice President for Academic Affairs at Lander. Dr. Skinner is a native of Georgia, holds the Ph.D. Degree in Political Science from the University of South Carolina, and has served for the last decade at Old Dominion University in Virginia.

A close examination of this report will, I believe, reveal an institution which is characterized by growth, vitality, and careful planning for the future.

Respectfully submitted,

  
Larry A. Jackson  
President

LAJ:nw  
Enclosure

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## HISTORY

Lander Collge was founded in 1872 by Samuel Lander, a Methodist clergyman. He opened the Williamston Female College in the town of his ministry, Williamston, South Carolina, and it remained a proprietary institution for 26 years. In 1898, the college gained the support of the South Carolina Conference of the Methodist Episcopal Church, South. The college was relocated at Greenwood in 1904 and renamed to honor its founder.

In 1948, when the Methodist Conference, pursuant to a policy of consolidation in educational efforts, decided to discontinue support of Lander College, interested citizens of Greenwood formed the Lander Foundation, a non-profit corporation, and leased the college from the church.

In 1951, the County of Greenwood obtained the college name and property from the Methodists. The South Carolina General Assembly created the Greenwood County Education Commission, known as the Lander Foundation, to serve as the board of control for the college. Lander thus became the only four-year liberal arts college in the United States to be controlled and financed by a county government.

On July 1, 1973, Lander College came under the control of the Board of Trustees of the State Colleges of South Carolina.

Lander was founded as a college for women and retained that image for many years. Men were admitted in 1943, and the institution is now completely coeducational.

STATUTORY AUTHORITY

An Act To Authorize the Transfer of Lander College to  
The State of South Carolina

Be it enacted by the General Assembly of the State of South Carolina:

SECTION 1. The State of South Carolina is hereby authorized to acquire all that property known as Lander College, real, personal and mixed, from the Lander Foundation, a political subdivision created by Act 110 of 1951, and to operate the college as a State supported institution of higher learning.

SECTION 2. The Lander Foundation is authorized to transfer Lander College and all of its properties, real, personal and mixed, to the State of South Carolina under such terms as may be mutually agreed upon, and is further authorized to transfer endowment or trust properties and funds which are not to be transferred to the State to an appropriate foundation or eleemosynary corporation upon such terms as the trustees shall determine.

SECTION 3. The present governing body of Lander College shall continue its operation until July 1, 1973, at which time this body shall be dissolved, if at that time the college has been acquired by the State. After acquisition by the State, Lander College shall be governed by the State College Board of Trustees.

SECTION 4. This act shall take effect upon approval by the Governor.

In the Senate House the 13th day of June  
In the Year of Our Lord One Thousand Nine Hundred and Seventy-two.

EARL E. MORRIS, JR.  
President of the Senate  
SOLOMON BLATT,  
Speaker of the House of Representatives

Approved the 14th day of June 1972.

John C. West,  
Governor

## BOARD OF TRUSTEES

Joe E. Berry, Jr., Chairman  
Columbia, South Carolina

F. Mitchell Johnson, Chairman Emeritus  
Charleston, South Carolina

James A. Rogers, Chairman Emeritus  
Florence, South Carolina

Allard A. Allston, Vice Chairman  
Darlington, South Carolina

John E. Johnston, Jr., Vice Chairman  
Greenville, South Carolina

Alton E. Jones, Vice Chairman  
Hilton Head, South Carolina

Edward S. Ervin III, Secretary  
Lexington, South Carolina

Mrs. Martha Barnette . . . . .	Greenwood, South Carolina
D. Don Caughman . . . . .	Lexington, South Carolina
W. Jennings Duncan IV . . . . .	Conway, South Carolina
Peter D. Hyman . . . . .	Florence, South Carolina
Mrs. Sara Liverance . . . . .	Anderson, South Carolina
Earl E. McLeod, Jr. . . . .	Columbia, South Carolina
Fitz-John C. McMaster . . . . .	Winnsboro, South Carolina
Ashriel I. Mose . . . . .	Orangeburg, South Carolina
Gordan B. Stine . . . . .	Charleston, South Carolina
Mrs. Ellen Carter Watson . . . . .	Spartanburg, South Carolina
Thomas W. Weeks . . . . .	Barnwell, South Carolina
Mrs. Martha S. Whitener . . . . .	Union, South Carolina



## PRESIDENT

### Dr. Larry A. Jackson

Larry A. Jackson was born in Florence, South Carolina, in 1925. He holds degrees from Wofford College, Union Theological Seminary in New York and the University of the Pacific in Stockton, California. Dr. Jackson has served as Director of Santiago College in Santiago, Chile, and was founding provost of one of the cluster colleges at the University of the Pacific.

He came to the presidency of Lander College after having served for three years as Vice President at the University of Evansville in Evansville, Indiana.

Dr. Jackson is married to the former Barbara Atwood of Bethesda, Maryland and they have four children. Dr. Jackson and his family have lived for seven years in Chile, one academic year in India, and one academic term in England.

During the Second World War, Jackson served as a navigator in the Eighth Air Force in England.

He assumed his duties as President of Lander College on July 1, 1973, at the time that the institution came under control of the State College Board of Trustees.

## ADMINISTRATIVE OFFICERS

### President's Office

Larry A. Jackson . . . . . President  
Clara S. Bonds . . . . . Administrative Assistant  
Finis E. Horne . . . . . Athletic Director  
Betty Dean . . . . . Administrative Specialist

### Academic Affairs

Oscar C. Page . . . . . Provost & Vice President for Academic  
Affairs (Fall Semester)  
Michael L. Rowland . . . . . Vice President for Academic Affairs  
(Spring Semester)  
Jean B. Boozer . . . . . Administrative Assistant  
Rose-Marie Williams . . . . . Director of Lifelong Learning  
Ann B. Herd . . . . . Cultural Center Coordinator  
Sam B. Davis . . . . . Director of Media Services  
Ann T. Hare . . . . . Director of Library  
Dennis J. Dulniak . . . . . Director of Institutional Research  
and Records  
M. F. Lide . . . . . Editor of the College Catalog  
Jackie D. Roark . . . . . Director of Admissions  
Nira Spivey . . . . . Administrative Specialist  
Joan Higginbotham . . . . . Administrative Specialist

### Financial Affairs

W. E. Troublefield, Jr. . . . . Vice President for Business  
and Administration  
R. Dan Adams . . . . . Director of Personnel  
C. Bruce Cobb . . . . . Systems Supervisor  
Emily Collier . . . . . Purchasing Agent  
George S. Franke . . . . . Assistant Vice President  
for Facilities  
Judy Gantt . . . . . Bookstore Manager  
I. M. Hubbard . . . . . Financial Aid Officer  
Rebecca Kidd . . . . . Administrative Assistant  
M. F. Steinberg . . . . . Printing Manager  
M. Blair Willingham . . . . . Controller



## Development/Alumni Affairs

Jeff J. May . . . . . Vice President for Development  
and Alumni Affairs  
Eleanor Teal . . . . . Administrative Assistant  
Charlotte Cabri . . . . . Public Information Director  
David Walls . . . . . Public Information Specialist  
Nancy Wright . . . . . Administrative Specialist  
Linda Dennis . . . . . Assistant Director of Alumni Affairs

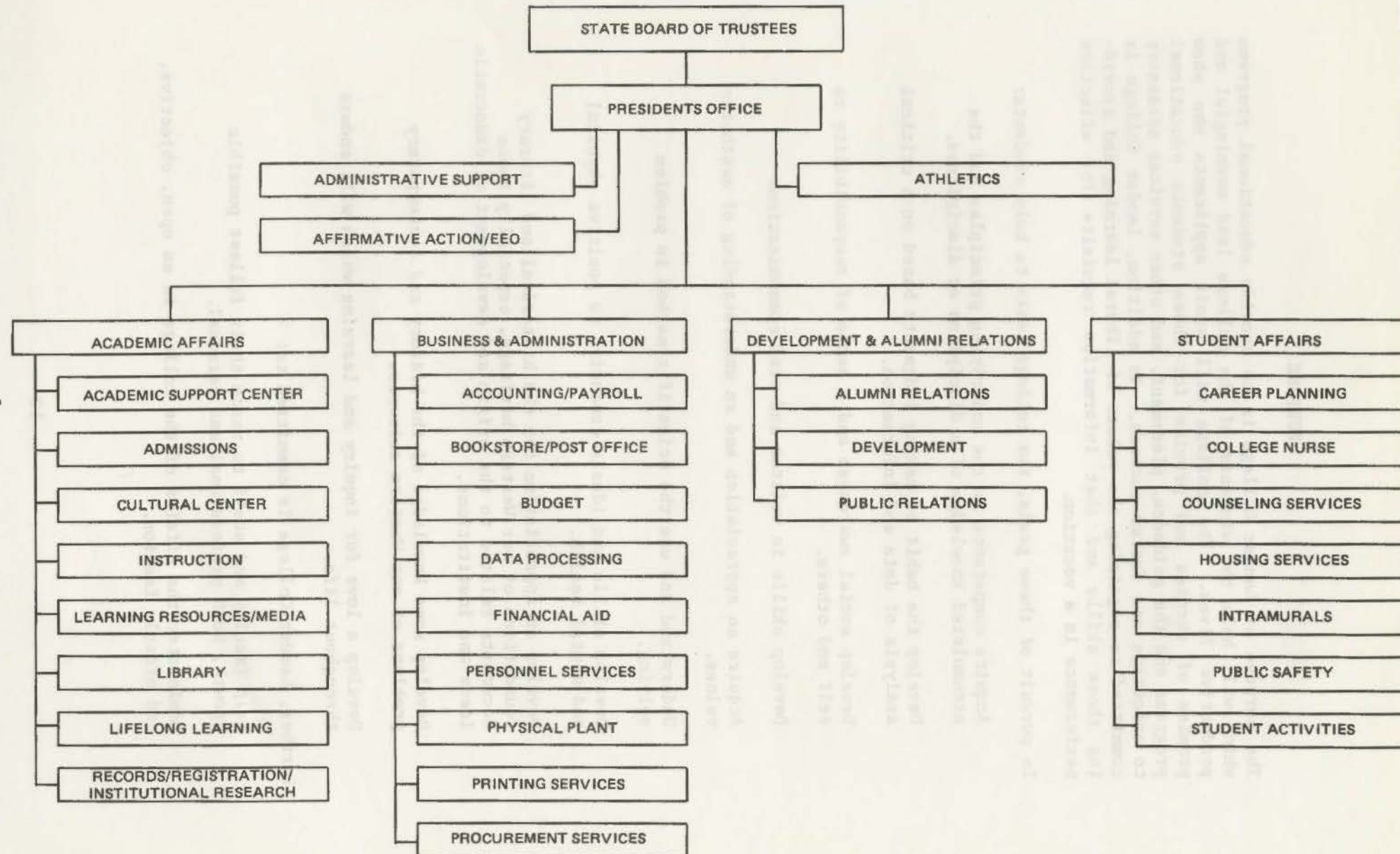
## Student Affairs

H. Randall Bouknight . . . . . Vice President for Student Affairs  
Pamela T. Bartley . . . . . Administrative Assistant  
Frederick C. Bosarge . . . . . Dean of Students/Director of  
Counseling Services  
Curtis Harkness . . . . . Student Services Specialist  
Charles Hershey . . . . . Director of Intramurals  
Elizabeth Jervey . . . . . Director of Career Services  
Lewis M. Morgan . . . . . Chief of Public Safety  
Chandler Reep . . . . . Assistant Residence Life Director  
Caroline Scott . . . . . Director of Student Activities  
W. Douglas Spears . . . . . Residence Life Director  
E. Van Taylor . . . . . Student Life Assistant  
Andrea Harpe . . . . . College Nurse

## Emeriti Faculty

Ralph Z. Boroughs  
Marie Margaret Chisholm  
Maybelle Coleman  
Herbert A. Ellis  
Ann M. Hutto  
Harry P. Irwin  
M. F. Lide  
Roberta Major  
Elizabeth C. Welborn

# LANDER COLLEGE ORGANIZATIONAL CHART



## PURPOSE

The purpose of Lander College is to provide educational programs which will help the students of the college lead meaningful and productive lives. The college will admit applicants who show promise of success and provide for these students educational programs and the guidance, placement, and other services necessary to encourage and foster success. In addition, Lander College is committed to regaining the values of liberal learning and providing those skills and that information requisite for effective performance in a vocation.

In pursuit of these goals, the college seeks to help students:

Acquire competence in the underlying principles and the accumulated knowledge of a discipline or disciplines.

Develop the habit of making judgments based on a critical analysis of data and information.

Develop social awareness and a sense of responsibility to self and others.

Develop skills in written and oral communication.

Acquire an appreciation and an understanding of aesthetic values.

Understand and use the scientific method in problem solving.

Develop skills and ideals conducive to positive physical and mental health.

Develop an appreciation for the historical and literary foundations of our Western heritage, especially those documents related to the origin and development of democratic ideas and institutions.

Develop some knowledge of the history and contemporary problems of non-Western cultures.

Develop a love for inquiry and learning which will endure throughout life.

Further, Lander College is committed to:

Help faculty and staff to reach their fullest possible growth, both professional and personal.

Administer the affairs of the college in an open, objective, and orderly fashion.



Provide cultural opportunities for the college's constituents.

Serve as a commuting college for the region and provide residential facilities for non-commuting students.

Provide lifelong learning experiences.

#### ACCREDITATION

Lander College is a fully-accredited, four-year, public coeducational liberal arts institution.

Lander is a member of the Southern Association of Colleges and Schools, the South Carolina College Association, the American Council on Education, the American Association of Colleges, the American Association of State Colleges and Universities, the National League of Nursing, and the National Commission on Accrediting.

#### ACADEMIC AFFAIRS

##### Academic Programs

The academic program at Lander College is offered through eight divisions and one school, each embracing one or more of the traditional academic disciplines. The eight divisions are: Behavioral Sciences with majors in sociology, psychology, and a concentration in gerontology; Education which is comprised of elementary and early childhood education, home economics, business education, and a Master's in Education; Fine Arts which includes art, music, speech and theatre; History and Political Science made up of anthropology, history, and geography; Humanities which offers majors in English and French and courses in philosophy and religion; Nursing; Physical Education and Recreation; and Science and Mathematics which offers majors in biology, chemistry, mathematics, medical technology, and computer science and courses in physics. The School of Business offers programs in general business administration, accounting, management, marketing and economics.

The 1987-88 year was a period of steady progress for the academic programs of Lander College.

The college matriculated the first class of the Trustees' Honors Program, and its first year was a success by any standard. A new degree was approved by the college and by the Commission on Higher Education--a Bachelor of Science in Exercise Studies. In addition, an interdisciplinary American Studies course was planned and offered for the first time.

Steps were taken to improve the effectiveness of the Academic Support Center and to recognize the contribution of the directors of its three labs. As a result of a study conducted by a subcommittee of the Faculty Council, followed by a recommendation from the Faculty Council, the Directors of the Reading and Writing Labs will be offered faculty positions leading to tenure; the Director of the Math Lab will be eligible for consideration for the same position after earning the Master's degree.

### Courses of Study

Major programs leading to Bachelor of Arts and Bachelor of Science degrees are offered in the following fields: art, biology, business administration, business education, chemistry, computer science, early childhood education, English, French, history, home economics, interdisciplinary studies, mathematics, medical technology, nursing, physical education and recreation, political science, psychology, sociology, and speech and theatre. The Music Education degree program is offered under the Bachelor of Music Education degree. In addition to the undergraduate programs, Lander offers one graduate degree which is a Master of Education degree in Elementary Education.

### Faculty

During the academic year 1987-88, the Lander College faculty numbered 112 full-time faculty members whose primary responsibility was instruction. In addition, four professional librarians who have faculty status, and three lecturers who have both teaching and administrative responsibilities taught in the program. Supplementing the full-time faculty was a group of 23 part-time faculty members teaching in various areas of the college. When these figures are combined, Lander College had a full-time equivalency faculty of 118. Faculty/student ratio for the fall semester in head count was 1 to 16.4. Sixty percent (60%) of the full-time teaching faculty hold the doctorate.

### Admissions

The 1987 fall enrollment of 2,277 was relatively constant from the previous year with a decline of just 13 students. This slight reduction was countered by a larger new freshman enrollment that reflected a much higher quality student. Another segment of the student population that jumped by two-thirds was foreign students. These gains in new students resulted in increases for full-time students and Full Time Equivalents (FTE). Spring enrollment jumped nearly six percent in headcount and FTE from the previous spring.

The improvement in quality of the student body was also apparent in the largest number of Dean's List and Freshman Honor recipients



for the fall (185) and spring (289) semesters. Students earned better grades, and fewer students were suspended or placed on probation following the spring semester. Preliminary preregistration figures for fall, along with favorable admissions reports, suggest a record enrollment for the upcoming year. This is all the more impressive when taking into account the more rigorous admissions standards that go into effect at all state-supported institutions of higher education in South Carolina.

### Library

In 1987-88 circulation was 37,223.

Current holdings include the following:

Books	118,169
Bound Periodicals	7,337
Microfilms	64,996
ERIC	8,474
South Carolina	1,811
Special Collections	85
Total Collection	200,872

### BUSINESS AFFAIRS

The Vice President for Business and Administration is responsible for the financial reporting and analysis of all college funds. This responsibility includes preparation of the annual college budget which is submitted to both the State Legislature and South Carolina Commission on Higher Education.

Other areas under the direct supervision of the Vice President include the Business Office (Accounting and Payroll); Central Purchasing and Receiving; Printing Services; Computer Services; Personnel; Financial Aid; Bookstore; Vending and Mail Service; and Physical Plant including capital improvements.

### Accounting and Computer Services

Prior to 1985-86, computer services for the college were provided through a remote hook-up with Clemson. The college purchased an IBM 36 mini-computer in late 1984-85 and by early 1985-86 had the accounting and payroll system operational on the new system. During 1985-86, other administrative software was acquired and implemented including an on-line registration system. Additional refinements continued in 1986-87 and 1987-88. Implementation of this system was so successful that during 1987-88 IBM published an application brief featuring Lander's system. The college continues to maintain one dedicated line to the Clemson computer for faculty and student academic computer needs.



## Purchasing

The Purchasing Office is the contracting agent for the college for routine supplies and equipment. The Purchasing Office monitors a purchase order system both internally and with the cooperation of the State Purchasing Office. The Purchasing Office also controls Central Receiving and Central Stores, and the office strives to insure that items ordered are delivered properly, distributed to the person requesting the order, and to insure that the order is complete and satisfactory prior to authorizing payment to be made by the Accounting Department.

All equipment and supplies for the general operation and maintenance of the college are purchased through the Purchasing Office with the exception of library books which are purchased by the librarian. During 1987-88, the office issued 4,661 purchase orders.

It is worthy to note that the Director of Procurement Services for the college is a CPPPO (Certified Public Purchasing Officer) and the Procurement Officer in the office has earned the PPB (Public Professional Buyer) Certificate.

An audit of the purchasing operation was conducted by the Division of General Services during 1986, and the college was re-certified for the following purchasing limits under the model procurement code.

- \$20,000 per commitment - Goods and Services
- \$10,000 per commitment - Consultants
- \$25,000 per commitment - Construction Services
- \$10,000 per commitment - Information Technology in accordance with the approved IT Plan.

## Printing Services

The Print Shop Manager is responsible for the operation and supervision of the printing and duplicating facility. Regular college forms, relatively simple brochures, posters, important committee reports, and similar materials are routinely produced. During the 1987-88 year, the Printing Services Section was responsible for production of approximately 8,155 printing jobs, involving over 3.1 million impressions according to definitions of the State Printing Office. The manager also coordinates larger jobs sent out to commercial printers.

In addition to regular printing services, the department has responsibility for and oversees use and maintenance of a total copy system, a Royal copier, and mailing facilities. The Print Shop Manager makes a continuing study of printing costs with the objective of gaining a more efficient operation and upgrading the quality of jobs produced. The accuracy of such studies and the

ability to estimate costs have been enhanced with the addition of a microcomputer and appropriate software in this area.

### Personnel Services

The Personnel Department of the college is maintained to serve the best interests of the employees and the institution. This office is responsible for implementing the personnel policies of the college and the state. This office is also involved in procurement of non-academic personnel, position classification, wage and salary administration, orientation and training programs, employee relations, information systems, employee benefits, and other related functions. The college presently employs approximately 275 regular employees and about 100 temporary seasonal employees.

The Personnel Director also serves as the EEO Officer for the college.

### Financial Aid

Lander College administers a comprehensive program of financial aid which benefits both needy and worthy students. Applications for financial aid must be submitted to the Financial Aid Office. Eligibility must be established each year for which a student is requesting aid. A parent's confidential statement or student's financial statement must be submitted to determine eligibility.

Many scholarships are made available through the generosity of the Lander Foundation and other sources. Awards are made by a Financial Aid Committee. The Committee reserves the right to withdraw a scholarship from a student whose academic record is not satisfactory.

There are several loans and grants for worthy and needy students available through the Financial Aid Office. Among these are the National Direct Student Loan Fund, Federal Nursing Loan Fund, Guaranteed Loan Fund, Federal Nursing Scholarship Fund, and Pell Grants. The college, through the cooperation of the Lander Foundation, also offers a short-term emergency loan fund to assist students.

The college also employs students on a part-time basis using both Lander College funds and Federal College Work Study funds. Jobs are available on a need basis and the assignment to positions are coordinated by the Financial Aid Office.

### Bookstore

The college Bookstore is a quite functional facility and allows the students ample room to browse at their leisure. Among the many items available to students, in addition to textbooks and supplies, are sweaters, class rings, mugs, toilet articles,



stationery, and numerous other items. The college has a published refund policy which is posted in the Bookstore.

### Vending Machines

The college also maintains a limited number of vending machines which are contracted to several companies. The college receives a commission on the sale of items such as fast food, soft drinks, and other sundry items.

### Mail Service

The Bookstore Manager is directly responsible for all incoming mail. A full-time employee reporting to the Bookstore Manager staffs the college post office on a daily basis to sort all mail for administrative offices, faculty, staff, and students. Each boarding student and all college departments have a post office box in the college post office. The majority of all outgoing mail is distributed to a central location and is processed by the Print Shop.

### Physical Plant

#### Capital Improvements

The Lander College campus comprises approximately 85 acres located two blocks from the downtown business district of Greenwood. Ivy covers the walls of the eighty-three year old edifice which up until 1982-83 housed most classrooms and offices for faculty and administration. Other older buildings stand near more modern structures.

A Master Plan for the development of Lander College was completed during the 1973-74 academic year. The plan provided for the expansion of college facilities, making use of all available campus property. During 1987-88, this Master Plan was updated to carry campus development plans through the year 2000.

The development of the "New Lander" to date consists of a new Library, new Student Center, new Learning Center, and a new Cultural Center. The library was designed by Freeman, Wells & Major and constructed by Triangle Construction Company. The Library was completed August 1977.

The new Student Center was completed in December 1978. The firm of Craig and Gaulden were the architects and the construction work was performed by McKnight Construction Company.

The architectural firm of Tarleton-Tankersley designed the Learning Center. Construction of this facility was performed by E. L. Jones Construction Company and was completed in August 1982.



The new Cultural Center was designed by the firm of Craig, Gaulden, and Davis. Construction of the facility was by G. E. Moore, Incorporated and was completed in June 1987.

A new housing complex with a total capacity of 308 students was constructed in 1976. The housing was designed by Neal Architects and was built by Two State Construction Company.

The architectural firm of Wilbur Smith & Associates designed an outdoor activity center which included seven tennis courts. The project was constructed by Sherman Construction Company and was completed in August 1980.

During 1983-84, the college gained 124 additional dormitory spaces through a lease of newly constructed facilities adjacent to the campus. These facilities were constructed by the Lander Foundation. These facilities were purchased at the end of 1987-88.

During 1984-85, the program was developed for the fifth and last major building in the Master Plan, a facility for Physical Education and Recreation. Funding for this facility was requested in 1984-85 for 1985-86. Since a bond bill was not forthcoming, funding continued to be pursued during 1985-86 and was included in the 1986-87 Bond Bill. During 1986-87, the firm of CRS Sirrine was selected as architect for this facility, and design development was completed during 1987-88. Construction will begin in 1988-89 with a projected completion date of November 1990.

In 1985-86, the college gained an additional 240 dormitory beds by entering into a lease with option to purchase a new apartment complex adjacent to the campus. This complex was purchased at the end of 1987-88.

The Physical Plant Department provides a continuous liaison between the college and the contractors, architects, and engineers working on college projects.

### Building Services

Physical Plant personnel include trade workers and custodians for the care of college buildings. Several trades are represented on the staff. They are able to handle most maintenance situations, minor and major refurbishing.

Considerable effort is required to keep older buildings usable until they can be replaced or fully renovated. (A few selected areas have been modernized). Equally diligent, however, must be work on the new buildings--keeping them in excellent condition and breakdown free through carefully planned preventive maintenance. Training programs are increasing the efficiency of Lander's custodial workers.

### Groundskeeping

Groundskeepers are employed by the Physical Plant Department. A small crew maintains the exterior appearance of the campus. As increasing amounts of Lander's acreage become intensively developed, groundskeepers have increased efficiency through the use of modern machinery. During the summer, several people are engaged on a part-time basis to help improve the appearance of our grounds. In 1984-85 the college entered into an agreement with the Department of Corrections whereby a crew of three to five carefully selected inmates from the Greenwood Correctional Center assist the college's groundskeeping operations. This agreement has been extremely helpful in maintaining the campus.

### Telephone Service

In July 1985, the college acquired and successfully installed an AT&T System 85 switch to handle all campus telephone services. The college also now owns all of its telephone equipment and cabling on the campus. Two maintenance personnel have been trained in telephone equipment installation and repair, and the Assistant Vice President for Facilities has attended AT&T training sessions in order to learn maintenance and repair of the switch itself.

With the installation of the new switch, the college's telephone service capabilities were greatly enhanced to provide many new features not previously available to users. Additionally, all student residence hall telephones were brought into the system with regard to long distance services. Students are now able to obtain an authorization code, make long distance calls, and be billed through the college.

Currently 400 student telephones and 250 faculty and administrative office telephones have been connected.



# LANDER COLLEGE

## FINANCIAL REPORT - FISCAL YEAR 1987-88

### Revenue:

#### Education and General Revenue

Student Fees . . . . .	\$ 3,923,986
State Appropriation . . . . .	6,835,026
Grants and Contracts . . . . .	207,517
Scholarships . . . . .	252,648
Other Revenue . . . . .	248,140
Transfer from Auxiliary Enterprise	
Fund Balance . . . . .	180,000
Total Revenue (Education and General) . . . . .	11,647,317
Auxiliary Enterprises . . . . .	2,938,515
Grand Total Operating Revenue . . . . .	\$14,585,832

### Expenditures:

#### Education and General

Instruction . . . . .	\$ 5,760,657
Academic Support . . . . .	830,248
Student Services . . . . .	1,288,484
Institutional Support . . . . .	2,106,624
Operating and Maintenance of Plant . . . . .	1,404,811
Scholarships . . . . .	274,648
Total Expenditures (Educational and General) . . . . .	11,665,472
Auxiliary Enterprises . . . . .	2,791,129
Grand Total Operating Expenditures . . . . .	\$14,456,601

### Capital Funds (1973-74 -- 1987-88)

State Capital Improvement Bonds Authorized . . .	\$29,650,285
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### Housing Revenue Bonds and Loan Funds:

Bond Issue for Construction of	
Student Housing and Acquisition	
of Coleman Hall (Issued 1976) . . . . .	\$ 1,800,000
Department of Education Loan for	
Acquisition of Williamston Residence	
Hall and Villas West Apartments and	
Construction of New Facilities . . . . .	3,000,000
Total Capital Funds . . . . .	34,450,285
Less Capital Funds Drawn Through 6/30/88 . . . . .	23,406,847
Total Funds Remaining to be Drawn at 6/30/88 . . . . .	11,043,438



## DEVELOPMENT AND ALUMNI AFFAIRS

Areas and programs under the direction of the Vice President for Development and Alumni Affairs include Alumni Affairs, Public Information, College and Community Relations, Board of Visitors, and all college fund-raising activities.

### Alumni Affairs

The purpose of the Lander College Alumni Association is to further the interests of Lander College and to promote among its present and former students and friends a spirit of good fellowship and loyalty.

Alumni participate in the Lander College Annual Fund Drive which begins in July of each year and ends in June of the following year. Funds from the drive are used for scholarships, support of the campus lecture series, student relations and discretionary funds for the President and other college officials.

The Lander Magazine/Alumni News is published three times a year. It contains news of alumni and descriptions of Alumni Association activities.

Alumni are encouraged to return to campus often, and special opportunities are Homecoming in February and Alumni Weekend in April.

### College Relations

It is important that a college and its community relate well to each other. The Office of College Relations exists for the purpose of fostering that relationship between Lander College and its community, defined as the Upper Savannah Region, the State of South Carolina, and beyond. Community relations in that context covers development, planned and deferred giving, seasonal fund-raising drives, and special projects involving community volunteers. Another objective is to maintain a high degree of public awareness of the scope of higher education services and opportunities available at Lander.

In addition to planning and development, the Office of College Relations works closely with the Lander Foundation in monitoring its programs of scholarships, faculty development, property management, and investments.

Objectives of the office are achieved through personal contact, directing mailing of from 1-2,000 pieces, college publications, and news releases.

### The Lander Foundation

The purpose of the Lander Foundation is to further the mission and goals of Lander College. The Foundation seeks to expand its assets to provide scholarships, faculty development funds for doctoral study, sabbaticals, postdoctoral seminars, and other professional development programs, and departmental support in various ways. The Foundation also provides limited venture capital for unique programs which may come to its attention from time to time.

The officers of the Lander Foundation are Martha W. Barnette, President; Charles Rogers, Vice President; Jean McFerrin, Secretary and Recorder; W. E. Troublefield, Jr., Treasurer. The Office of College Relations is the administrative center for the Foundation. Jeff May, Vice President of Development and Alumni Affairs, serves as Executive Director.

### Public Information Office

In January 1988, the Public Information Office relocated from cramped quarters in the Learning Center to the five-room brick house at 303 Willson Street. The staff of director, writer, part-time secretary, and two part-time writers now has adequate office and storage space.

A major project for Public Information this year was securing the services of a company to redesign student recruitment material. Tankersley/Schroeder Graphic Design in Greenville was selected to develop a new viewbook, mass distribution folder, and poster. Utilizing cost-cutting measures such as grouping techniques and adapting color separations for all three pieces, the design company was able to give Lander its first, completely four-color admissions package. Following the selection of a design company, the Admissions Office served as liaison with Tankersley/Schroeder with Public Information providing assistance. Delivery of materials is expected in August 1988.

To supplement the new recruitment material, the Public Information Office developed brochures for more than 23 areas of study. Based on interviews with faculty from each area, Mary Ann Crum wrote the brochures and arranged for photographs and quotes from a faculty member and a student for each brochure. Layout of the brochure was by Tankersley/Schroeder as part of the admissions package. The interviews and photographs for the brochures served as a springboard for the development of an ad campaign, and the photographs are being utilized in other publications ranging from course schedules and the catalog to support photos for news releases. The interviews with faculty and students also served to strengthen Public Information's relations with its constituents.



Another major project was securing the services of South Carolina Educational Television to produce an eight to ten minute promotional video funded by the Lander Alumni Association. PIO served as the liaison with ETV in the development of the video which will feature interviews with Lander students, faculty, and staff. With delivery of the video expected in September 1988, the video will be available to prospective students and for use at area alumni meetings. Faculty and staff will be able to use the video at events or meetings promoting the college.

Public Information provided design and writing for a number of brochures for Alumni Affairs, Development, and Lifelong Learning. Following dissemination of the Endow a Chair brochure designed by David Walls in black, silver, and oyster, naming gifts for approximately 80 chairs in the Cultural Center Auditorium were made within several months.

Twelve billboards with the theme, "Lander -- a great place to grow," were posted late summer/early fall as follows: six in the Greenville/Spartanburg area, one in Anderson, one in Myrtle Beach, three in the Columbia area, and one in Charleston.

Ongoing projects/services of Public Information included: writing, layout, and photography for Lander Magazine distributed three times a year to more than 8,000 alumni and to friends of the college, high school guidance counselors, libraries in South Carolina, parents of students and prospective students; news releases (from features on faculty and students to hometown releases on graduates and dean's list students) to newspapers and radio, and weekly newstape to local radio stations; photography for news releases, college publications, and for varsity sports; writing, layout, and photography for Major Events Calendar distributed to all students, faculty, and staff, and to alumni and friends of the college in Greenwood County; Weekly Bulletin distributed each week on campus and carrying information on campus events, meetings, deadlines, etc.

As the public relations arm of the college, the Public Information Office serves as Lander's liaison with the media, disseminates news to the media, produces the college's major publications, provides design and writing direction for publications emanating from other areas of the college, develops promotional events and advertising for the college, and maintains a close working relationship with faculty and staff from all areas of the college.

#### DIVISION OF STUDENT AFFAIRS

The student personnel staff under the direction of the Vice President for Student Affairs included a dean of students/director of career services, residence life director, assistant residence life director, a student program director, a student counselor, a director of career services, a registered nurse, an intramural



director, and the director of public safety. The head soccer coach, who is also the academic counselor for athletes, has the additional responsibility of managing the Grier Student Center.

Goals of the student personnel program were to develop an atmosphere in which a student can find a sense of identity and purpose; to insure that the students are given an opportunity to develop self-discipline in their behavior and self-direction in their personal and intellectual growth; to provide informal learning programs that will increase self-expression and self-enrichment; and to provide an environment in which the individual student can develop his education and social abilities.

The various programs and services developed by the student affairs staff supplement the educational programs of Lander College. Examples of these programs are the Expo orientation programs, academic records, leadership seminars, co-operative education programs, career placement, advisement of student organizations and activities, and other informal learning programs.

The Grier Student Center was opened in January 1979, providing much needed space for the Student Affairs Office. In addition to this office space, the building contains a 475-seat cafeteria, campus store, post office, student organizations meeting rooms, and a recreation room. In addition to this, the student personnel program is responsible for operation of the Lander Recreation Center, which includes several meeting rooms as well as the college pool and Our Place, which is a student gathering and activity area. Other facilities under the direction of the student affairs area are the tennis courts and weight room.

At the present time, there are approximately 35 student groups and organizations on the Lander campus that provide the student body with opportunities to develop their interests and abilities outside the classroom. The Student Program Director along with a faculty advisor works closely with each organization in planning and implementing various activities.

#### Health Services

Lander Health Services is located at the corner of Crews and Willson Streets. Health Services provides routine office care and the services of a college physician and nurse for all resident students. The registered nurse maintains office hours in the college infirmary and students are referred to the college physician for office visits. First-aid and emergency treatment are available to all students during class hours. The doctors of the Family Practice Center serve as the college physicians.

#### Residence Halls

During the 1987-88 academic year, Lander College housed 956 students. The Housing Office was staffed by a residence life



director, assistant residence life director, and an administrative specialist. In addition to the full-time staff, there were 31 resident assistants and 8 resident patrols assisting with the residence hall program. Additional emphasis is being placed on the quality of life in the residence halls.

### Counseling Services

Counseling services at Lander College are designed as a part of the student affairs program with emphasis in helping the college student grow in self-understanding toward the attainment of his goals. Counseling is available in the area of career planning, job placement, personal problems, academic affairs, and veteran's affairs. Students are also welcome to discuss any aspect of campus life at Lander. At various intervals during the year, informal group sessions may be scheduled for groups of students with similar concerns.

### Career Planning, Placement, and Co-operative Education

The Career Planning and Placement Office provides students with a myriad of information concerning career planning and placement through a career library, course offerings, and individual counseling.

A Career Fair was held in October 1987 that attracted approximately 45 representatives of business, industry, and governmental agencies.

The office has communicated its goals and objectives to the Lander community by direct contact with faculty and students, a one-hour course offering, conducting career seminars for students and faculty, providing printed materials on various careers, and by bringing recruiters to the campus to interview students as prospective employees.

During the fall of 1987, 28 students and 19 employers participated in the Co-operative Education Program. The spring of 1988 had 29 students participating in the Co-operative Education Program along with 18 employers.

### Athletics

Lander College competes in three men's and three women's intercollegiate sports. A faculty committee serves as an advisory group on eligibility, scheduling and other matters concerning the athletic program.

The men's and women's programs are regulated by the National Association of Intercollegiate Athletics (NAIA), and Lander College is a member of NAIA District Six.

The coaching staff for 1987-88 was Finis Horne, Athletic Director and Men's Basketball Coach; W. C. Meyers, Men's Assistant Basketball Coach; Dr. Joseph Cabri, faculty member and Men's Tennis Coach; Van Taylor, Men's Soccer Coach; Katrina Sacoco, Head Women's Basketball Coach, Head Women's Tennis Coach, and Sports Information Director; Doug Spears, counselor and Women's Softball Coach.

#### Public Safety Department

The Public Safety Department provided enforcement of traffic and parking regulations on the campus. In addition to these duties, the department is oriented in promoting programs to aid the safety and security of personnel and the property of the college. There are public safety officers patrolling the campus 24 hours a day with an increased number of officers assisting in patrolling the residence halls between midnight and 6 a.m.

#### Parking

The college issued approximately 2,000 parking permits last year. Permits were purchased at an annual cost of \$25 per vehicle. During the past year, the college allowed students, faculty, administrators, and staff to park in any lot, thus eliminating pre-assigned parking areas. The college does issue fines for parking violations.



# ANNUAL REPORT STATISTICS

## Total Enrollment

	Fall
	<u>1987</u>
Total Enrollment	
Head Count . . . . .	2,277
FTE Count . . . . .	1,966

## Enrollment by Class

Freshman . . . . .	921
Sophomore . . . . .	452
Junior . . . . .	374
Senior . . . . .	357
Second Bachelor . . . . .	13
Graduate . . . . .	58
Nondegree . . . . .	102

## Enrollment by Sex

Male . . . . .	858
Male Percent of Total Head Count . . . . .	37.7
Female . . . . .	1419
Female Percent of Total Head Count . . . . .	62.3

## Student Characteristics

### Status

White and Other . . . . .	1,885
Black . . . . .	392
South Carolinians . . . . .	2,148
Out-of-State . . . . .	129

## Faculty Characteristics (FTE)

Professors . . . . .	27.25
Associate Professors . . . . .	39
Assistant Professors . . . . .	29
Instructors . . . . .	7.63
Others . . . . .	16.9

## Average Salaries of Instructional Faculty

Professor . . . . .	37,286
Associate Professor . . . . .	32,277
Assistant Professor . . . . .	26,991
Instructor . . . . .	22,750





